

Cottonwood Heights Arts Council Meeting

Oct 4, 2014

6:00pm – 8.00pm – City Hall

Scribe: Jannalee Hunsaker

In Attendance: Becky H, Jennifer S, Felicia C, Bill A, Sheila A, Mike S, Jannalee H, Natalie N

Not in Attendance: Courtne J, Kim P, Elise H, Emily S, Katy M, Miriam A,



| Member | Agenda Item | Discussion | Action Items Assignments |
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| Becky | Roll Call | Becky called the meeting to order at 6:18pm. The meeting started a little late due to a prior Power Pole Art meeting with a select few council members. Sheila motioned to approve September minutes and council approved. | |
| Becky | Message | "It is more important to know where you are going than to get there quickly. Do not mistake activity for achievement." <i>Isocrates</i> . We need to always strive to be offering excellent events to our community. If it means that we do fewer events with higher quality. | |
| Becky | Art Show Evaluation | Art show was very successful, the quality of art was great. The activities for the kids was a great idea! The food and atmosphere provided a sophisticated experience for all who attended. The reception attendance could be higher and it may be something to explore having the reception at the opening of the event rather than at the end. We like having a featured artist to get more people to come. Next Year: Have featured artist have their art on a feature wall and then have them do a master class. Keep the "kids corner". Jennifer will be the co-chair for 2018. | Jennifer – find a featured artist for next year and get it scheduled. |
| Becky | Musical | Summer Musical Update – Doug Bishop will be the director for next year, he is okay to direct Little Mermaid if the shows technical aspects can be met. He is meeting with our technical people on the pro team next week to determine if we can "fly" on stage. | |
| Jennifer \ Felicia | City Building Art Exhibit | Felicia has artists lined up to show through spring of 2018. Jennifer has a friend she will talk to about showing her work next spring. Her art pieces are associated with addiction recovery. | |
| Becky | | Christmas Boutique – Monday November 27 th . 5:00-7:30 7:00pm tree lighting outside in Plaza. \$20 booth fee. Vendors can apply on the website – arts.ch.utah.gov. 20 booths available – 5-foot table vendor to decorate and supply own supplies, set up. Once vendors have submitted an application, Ann and Kim will determine vendors to ensure there are not duplicate vendors. Vendors can be handmade crafts as well as commercial. | |
| Becky | | Christmas Concert – Committee – Kim, Jannalee, Katy, Emily and Elise. December 16 th 7:30 Cottonwood Heights Theatre. Ticket prices. \$10 adults - \$8.00 (65 or older and kids 3-12.) Tickets can be purchased at the door or at the city building. No online option for this concert. Explore option of working with Bites in the Heights to receive a discount for dinner and show. Sat Dec 16 th – ALL Council members needed to help set up and decorate for concert. (Possibly Fri night as well) The BYU Noteworthy Alumni group has been asked to open the concert. Jannalee will inform the group when it's known if they can perform. | |
| Becky | | Creative Marketing for Arts Council events and musical – We need to come up with more creative ways to market our events. Pictures of events with reviews in newsletters, website, etc. Making more of a social media presence – we need to market the events better. Tap into email blasts with current known emails. We need more creative ideas of getting the word out of events. We also need to consider | |

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| | | making a more cohesive branding approach so people can visually connect with the Arts Council sponsored events. | |
| Becky | | Logo Apparel – Logos are ready. Need to move on this in order to get apparel before November event. | |
| Jannalee | | Website for Arts Council – Dan Metcalf and Bryce Haderlie from the city, attended the meeting. We reviewed a mockup of what we'd like the Arts Council website to feature. Most ideas presented were approved and Bryce and Dan will report back in 10 days with answers from the city on a few of the questions we had that needed verification. Dan will begin building a wire frame of the pages that are simple with similar elements already available from City site. Dan will need assistance getting website built. Target date of January 1 st for final roll out of website. | |
| Jennifer | | Write for the Heights update – no discussion this meeting. | |
| | 2018 Event Planning | Jan: City Volunteer Thank You Dinner Feb: Possible Rocky Mountain Strings One Voice (?) Mar: Photography Show May: Salt Dance June-Aug: Summer Musical – Kim is reaching out to see if we can use a Fly machine for Mary Poppins. Aug -Sept: Outdoor summer rooftop concert Sept: Art Show Nov: Salt Lake Chamber Orchestra - Kim will ask Rob Bedont what the details are to have them perform. Dec: Christmas event (pending) - Children's Theater, Sing-a-long, Performer, etc. Write for the Heights – done historically in CH. Jennifer will consider doing something like this for 2018. | |

Next Meeting – Nov 1st - 6:00 pm

| Parking Lot Items | | |
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| Excellence in the Community Using Drop Box – Training Council Marketing Kit – See May notes Marketing Strategies Business Partner Sponsors | Art Festival – group art, photography, music together Fund Raising Event Creating an Art Guild Arts Council Wearables Volunteer Pool Power Pole Art project Halloween Monster Mash Party 2018 | |